



The Moray Council

Trading Standards Service Consultation 2009/10

The Moray Council's Trading Standards Service works to maintain fair trading in Moray, and provides services to both residents and businesses in the area. This includes providing advice to local residents and businesses, and taking action to address a range of issues such as rogue traders, ensuring consumer goods are safe and properly labelled, preventing supply of counterfeit goods, tackling loansharks, and ensuring restricted products are not sold to underage buyers.

The Service is currently running a consultation exercise with a range of individuals and groups including local residents and businesses, Council staff and elected members. As part of this exercise the Service would like to hear the views of local businesses on Trading Standards related issues in Moray. Your views will help to improve the service provided to businesses in Moray.

Q1 Before receiving this survey, how aware or unaware were you of The Council's Trading Standards Service? Please circle ONE only

Fully aware, have had dealings with the service	1	Go to Q2
Know what the service does, but no direct experience	2	
Heard of the service, but don't really know what it does	3	
Unaware/ never heard of the service	4	Go to Q3

Q2 If you have been in touch with or are aware of the Council's Trading Standards Service, can you remember how you heard about the service? Please circle ALL that apply

Word of mouth (eg friends or family)	1	From someone in a Council service	4
Local radio	2	Adverts in libraries or Council offices	5
Local press coverage	3	Leaflets in other public places	6
Other (please write in)			7

Q3 How informed do you feel about your duties and responsibilities as a business in relation to Trading Standards legislation? Please circle ONE only

Very well informed	Fairly well informed	Not very well informed	Not at all informed
1	2	3	4

Thinking about your answer here, are there particular aspects of your duties and responsibilities that you would like to be better informed about? Please write in below

Q4 How would you usually prefer to receive information or advice from Trading Standards in Moray? Please circle ALL that apply

By phone	1	By email	4
By letter	2	Through a website	5
By fax	3	A personal visit	6

Q5 The Service’s approach is to focus on issues that present the greatest risk to public safety and to local economic wellbeing. In some circumstances - such as repeated offences or reckless acts that could affect public safety - this includes enforcement action and prosecution.

Based on this description, how would you describe the Service’s approach to consumer issues in Moray? Please circle ONE only

Too touch	About right	Not tough enough	Don’t know
1	2	3	4

Do you have any other comments to make about the Service’s approach to consumer issues? Please write in below

Q6 Below is a list of the activities carried out by Trading Standards. Please indicate how important or unimportant you think each of these are in Moray. Please circle ONE option for each activity

	Very important	Fairly important	Not very important	Not at all important
Tacking Rogue Traders, eg shoddy home repairs or doorstep crime	1	2	3	4
Ensuring retailers do not sell restricted products such as cigarettes or fireworks to young persons	1	2	3	4
Tackling loansharks and Consumer Credit agreements	1	2	3	4
Checking goods comply with Weights & Measures law, eg petrol pumps, bags of coal or prepacked food	1	2	3	4
Ensuring Estate Agents describe homes accurately	1	2	3	4
Ensuring Farm Animal Feed is safe and properly labelled	1	2	3	4
Providing advice to traders and business to help them comply with the law	1	2	3	4
Ensuring consumer goods are safe	1	2	3	4
Checking that goods and services are accurately and properly priced	1	2	3	4
Providing advice to shoppers, eg on faulty goods or poor service	1	2	3	4
Ensuring traders give correct descriptions of goods and services	1	2	3	4
Preventing supply of counterfeit goods, eg clothes, DVDs	1	2	3	4
Preventing scams and get rich quick schemes	1	2	3	4

Q7 Trading Standards carries out its work in the different ways listed below, although some take more time or resources than others. Please indicate how important or unimportant you think each of the approaches are. Please circle ONE option for each activity

	Very important	Fairly important	Not very important	Not at all important
Undertaking inspections	1	2	3	4
Providing education on trading standards issues	1	2	3	4
Developing publicity	1	2	3	4
Undertaking projects and surveys	1	2	3	4
Handling complaints	1	2	3	4
Providing trader advice	1	2	3	4
Prosecutions	1	2	3	4

Q8 And thinking about the services that Trading Standards provides, how important or unimportant are the following? Please circle ONE option for each

	Very important	Fairly important	Not very important	Not at all important
Cost of services	1	2	3	4
Speed of response	1	2	3	4
Quality of service and information/advice	1	2	3	4
Customer Service Standards	1	2	3	4

Q9 Do you have any suggestions for how the service provided by Trading Standards could be improved? Please write in below

Q10 We may wish to contact businesses to discuss their views in more detail, for example through a short telephone interview. This would be conducted by someone from Craigforth or from the Trading Standards Service. Would you be interested in taking part? If yes, please write in your name and telephone number below.

Name

Telephone

THANK YOU FOR YOUR HELP

Please return your completed questionnaire using the PRE PAID envelope provided to:
Craigforth, 47 Stirling Management Centre, Wellgreen, Stirling, FK8 2DZ

ANY QUERIES?

Freephone 0800 027 2245 or Email c.thornton@craigforth.co.uk

All information you send to us is strictly confidential. It will be processed and held in accordance with the principles of the Data Protection Act (1998).